

User Persona



Goals

Bio

Characteristics

Motivation to buy-
No time to cook

Goals

- Chantelle always priorities her official work on top to be done.
- She wants to be a perfect professional and successful in her career.

Bio

Meet her! She is Chantelle, working lady in Admin sector. Being an Admin Manager she works so hard to fulfil her responsibilities and don't get time or feel tired enough to cook. She lives with her husband and don't have kids. They both earn good money and come under medium to high income category. She likes Indian food flavours and because she's local to Miramar, she prefers to order takeaways every evening for herself and her spouse. Normally she likes paying by card usually.

Characteristics

1. Professional
2. Fully committed to work

Chantelle

Age: 30 Years
Work: Admin Manager
Family: Married but having no kids.
Location: Miramar, Wellington
Character: Hard-working & Committed to work.

Personality

